



Export Express

Insights to Accelerate International Expansion



Our Mission: Help Manufacturers “Spend time *Selling* to Distributors versus *Searching* for Distributors”

New Coverage: Spanish, Asian & Latam Brands

New! Export Solutions has expanded coverage to include distributors in 96 countries specializing in Spanish, Asian & Latin American brands. Subscribers to Export Solutions’ distributor database can apply filters to sort distributors by country, category (confectionery, beverage, etc.), origin (Germany, USA, Italy, Spain, Asia) or brand name. Visit www.exportsolutions.com for free sample access.

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Zoomer



How many meetings have you conducted recently via Zoom, Microsoft Teams, or web based meeting platforms? Zoom reported that as many as 300 million people participated in daily meetings. E-commerce reached a pivot point in March 2020, accelerating the transition to online retailers. This fusion of online tools and e-commerce ushers in the world of Zoomer, a gamechanger for the business of export development.

Zoom

By definition, Zoom means to move or travel very quickly. Zoom is also a photography term to describe the process of changing smoothly from a long shot to a close-up or vice versa. In export, our efforts are slowed by distances and infrequent personal contact with our overseas partners. Zoomer leapfrogs old school travel practices with the ability to immediately schedule web meetings with anyone, anywhere.

E-Commerce

USA e-commerce sales of grocery items is expected grow at least 40 percent this year. According to Brick meets Click research, there were 43 million active online grocery customers last month in the USA, versus 13 million in August 2019. Amazon’s sales of goods will exceed \$300 billion worldwide this year. It is not a question of “will e-commerce emerge as a strategic channel?,” but how big will it get? Are your supermarket distributors capable of brand building in the e-commerce channel?

More Time To Think, Less For Travel!

Covid travel restrictions delivered a “gift of time,” providing quarantined managers a valuable window to analyze their international business. Zoomer provides a basic level of distributor management effectiveness without the demands (and costs) of

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Zoomer

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international travel. Periodic long haul trips will still be required to maintain personal relationships. However, it may be more common for “Road Warriors” to battle traffic to their home office versus the airport. Our frequent flier balances may suffer, but an export manager’s productivity (and home life) may improve.

Case Study

During Covid, two multinational global brands needed to urgently proceed with distributor search projects due to financial insolvency of partners. Normally, the new distributor search process takes 2 to 3 months. What do you do when you can’t travel? Export Solutions embraced Zoomer concepts and was able to schedule Zoom meetings with senior management of leading distributors in both Asia and Latin America within one week of each project kickoff. For these well known brands, Zoomer allowed us to expedite timelines and save money.

Data Transparency

Zoomer will succeed if supported by a redefinition of data sharing protocols. Distributors and brand owners must work to create a more robust and linked data management platform. Cumbersome requests for revised forecasts, sell out data, inventory on hand, trade promotion spending, and retail pricing can be replaced by online portals with information available in real time. Numbers rarely lie, so automatization of reporting will allow more freedom to explore creative marketing solutions versus completing templates.

Intimacy Not Isolation

Zoomer cannot replace annual meetings, trade shows, and market visits. Most export managers survived the Covid months leveraging the credibility built through years of relationship building. As in any good marriage, you need personal time together to share a meal and catch up in a relaxed manner not afforded by a one hour Zoom meeting.

Organizational Implications

This new world will cause us to redefine the work of the export manager and his interaction with corporate functional resources. The international trend was the establishment of regional hubs and in country managers. These “locals” were close to the customers and “the shelf.” However, business development sacrifices exist, as stretched local teams and third party distributors are not a substitute for the depth of category and functional expertise in your home country. Zoomer will allow for greater “peer to peer” engagement of your corporate functional experts with overseas distributors. For example, global customer management of Amazon and digital marketing efforts work may reside at your headquarters versus offshore. Zoomer will restart the debate of the right mix of international managers offshore versus corporate headquarters.

Zoomer – New Rules Everyday

Fortunately the food and consumer goods business appears as a strong sector in the new recession. Consumers prepare more meals at home with favorite brands purchased at supermarkets versus

5 Key Issues

1. How will changing eating and shopping habits impact my brand?
2. Are my distributors focused on e-commerce development?
3. How do we share digital marketing best practices?
4. What distributor data sharing upgrades are required?
5. How should we organize the export department for Zoomer?

foodservice establishments where you don’t know the source of the food. Most have successfully adapted. However, we must admit that many aspects of our export platform must be evaluated with a new reality. Who will be our new consumers? Where will they shop? How will our local distributors push our brand through the supply chain? Our industry will never revert back to the 2019 normal.

Export Solutions’ network extends to more than 9,500 export professionals in 96 countries. We add value to export managers by providing independent thinking and best practices from leading companies across Europe, Americas, Asia, and the Middle East. Looking for new strategies to navigate Zoomer? Export Solutions can help!

Find the Right People

- Distributor Database Coverage: 96 countries – 8,800 distributors
- Search by Country, Category, Brand Name, or country of origin
- Annual subscription: \$975 for all 96 countries
- “Spend Time *Selling* to Distributors versus *Searching* for distributors”



Export Solutions
Global Experts, Local Solutions



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